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Monthly Report of Baidu’s Comprehensive Governance of Information Security (October 2020)

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In October 2020, the
Baidu Content Secu-
rity Center compre-

hensively targeted and cleaned harmful information across all product lines. Among which, 5 billion pieces of harmful information were removed by using AI technology, including material relating to pornography and gambling; 4.496 million pieces of harmful information concerning copyright infringement and pornography were also manually removed.

In October 2020, the Baidu Content Security Center has been continually taking special governance actions to counter information pertain-

ing to pornography on platforms including Baidu Tieba, Baidu Search and Baiiihao. A total of

7, 518 sets of key-words and 724 sets of subsidiary words were cleaned up. The Center also banned 402, 061 relevant accounts, closed 1, 059 forums in Baidu Tieba, removed 5 Apps, and terminated 2.3 billion harmful links.

Core Governance of Baidu's Products in October:

I . Baidu Search

Through approaches including intelligent data mining and human inspections, more than 4.9 billion pieces of illegal and harmful information have been removed, in-

cluding 7, 136 sets of search words related to pornography, gambling, and drug abuse. and

over 700,000 harmful links.

II . Baidu Tieba

Through approaches including intelligent data mining and human inspections, tens of millions of malicious and harmful pieces of information were deactivated, hundreds of thousands of illegal accounts were deleted, and thousands of harmful forums in Baidu Tieba were shut down and rectified.

III. Baidu Netdisk

Through approaches including intelligent data mining and human inspections, more than 14.72 million pornographic, illegal, and harmful files were cleaned up. over 3.

736 illegal accounts were banned, and more than 3.1 million links were deactivated.

IV. Baijiahao

Through approaches including intelligent data mining and human inspections, more than 85,000 pieces of harmful, illegal information mainly in the field of vulgarity, negative emotions, and false advertisements were removed, including more than 3,700 articles that violated laws and regulations.

V. Baidu Marketing

In October 2020, 7.3 million illegal medical advertisements were rejected, 272.3 million of that in

2020. Besides, up to 43 million non-compliant advertisements were rejected, 2.341 billion of that in 2020.

VI . Case-Specific Actions

1. Setting Up Duchacha Self-Regulation Committee to Crack Down on Harmful Internet Content

To develop the products in a healthy and orderly way, stop the spread of harmful information, and better protect the legitimate rights and interests of users, Baidu has set up the Duchacha Self-Regulation

Committee characterized with "universal participation, universal supervision" in October

2020. This move aims at moving forward the firewalls containing the spread of harmful content and working with the whole industry to build clean cyberspace with the help of social forces.

The committee will deal with the harmful content reported by netizens in an efficient and high-quality manner, and take special actions against serious problems that are discovered. Meanwhile, if the interests of netizens are found to be harmed in the process, the corresponding compensation will be paid in strict accordance with the procedures of Baidu's Internet User Rights Protection Scheme.

Up to now, 84 netizens have joined the committee and reported 190 pieces of illegal information, which cracked down on illegal advertising problems on Baidu's platforms including vulgar pornography, false and exaggerated advertisement, and trademark infringement.

2. Initiating 'Don't be afraid, I am here' Campaign in Collaboration with the National Health Commission and CCTV News

On 10th October World Mental Health Day, Baidu initiated a charity activity themed with "Don't be afraid, I am here" together with the National Health

Commission and CCTV News. The campaign invited five warriors who have survived depression to form a band to sing "Life is fiery because of you", using their real-life experience to call on the public to care for and cherish the depressed people.

Moreover, Baidu has joined hands with the Institute of Psychology of the Chinese Academy of Sciences (IPCAS) and the Chinese Psychological Society to launch the "Psychological Assistance Platform for Emergencies", which provides psychological assistance to a wide range of people in emergencies and under normal circumstances

through psychological self-assessment, self-counseling, and online psychological support.

3. Baidu Maps Rolls Out 'Trauma Centre' Icons to Facilitate Easy Access for the Injured

At present, although trauma centers have witnessed vigorous expansion, the public still has no idea about where to go for the most appropriate treatments when they encounter an emergency because they do not know the rescue characteristics and treatment capacities of the hospitals. In response to these challenges, Baidu Maps has recently marked the national trauma medical centers and

the medical institutions certified by the China Trauma Treatment Alliance. Therefore, the public can find the nearest trauma center through Baidu Maps as soon as possible and then receive timely treatment.

According to information, a total of 10 hospitals in Baidu Maps have been tagged with "trauma center" in the first batch. The public can search directly in Baidu Maps using keywords such as "trauma center" and "trauma medical center", or search for the name of a hospital they are familiar with to check whether it has a trauma center through its label, thus obtaining more "golden time" for

first aid for the injured.

If you find any illegal, false, and harmful information while using Baidu's products, you can report to Baidu Report Center at <http://jubao.baidu.com>, and Baidu will check and resolve it as soon as possible.



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